



**Are you Engaging Shareholders effectively?**  
*Critical Developments in Communications between  
Shareholders,  
Managements and Corporate Boards of Directors*  
27 October, 2010 in Brussels from 9 - 11 AM

**Speakers:**



**John C. Wilcox**  
Chairman  
Sodali, Ltd.  
and former  
Head Corp  
Gov TIAA-  
CREF



**Ms Catherine Dixon**  
Partner  
Weil,  
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**Carolyn Kay Brancato**  
Founder and  
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Institute  
The  
Conference  
Board

Communicating with shareholders plays a critical role in maintaining share price and corporate valuation. As a result of the financial crisis, a raft of new and proposed regulations affecting how companies communicate with their investors is under development in the U.K., on the Continent and in the U.S. Corporate managements and boards of directors need to understand these new regulations under multiple securities law regimes and match them with corporate "best practices" adopted by leading edge companies who are most adept at communicating with their investors and at raising the voting response rate.

Understanding which investors (government sponsored and private corporate pension funds, insurance companies, banks and trusts — as well as significant shareholder intermediaries) are interested in what types of corporate governance initiatives will allow companies to maximize their effectiveness in shareholder communications. Also, some large institutional investors are fine with communicating with management, but others prefer to communicate directly with the CEO and, on occasion, with the Chairman or other members of the Board. Understanding the players to prepare an appropriate corporate strategy is also critical — both for routine and crisis-driven communications.

**Why you should attend this briefing:**

- Understand the major governance issues that, in light of the new legal and economic environment, you should consider when evaluating the most effective and efficient approach to engage shareholders.
- Learn how shareholders are being provided with sharper tools to monitor management and increase their involvement in corporate affairs.

**Issues to be discussed:**

- organizing sessions with shareholders;
- choosing the right shareholder representatives to invite to such sessions;
- choosing which directors and other executives should participate in such sessions; and
- predetermining the subjects to be discussed, in light of shareholders' concerns as well as considerations
- involving the protection of confidentiality and business interests of companies.

**Who should attend:**

Senior executives from the Corporate Community with key roles in Investor Relations, Corporate Governance matters—primarily Managing Directors, Presidents, General Counsel, Corporate Secretaries and other executives who interact with shareholders.

**Format:**

Presentation by The Conference Board's Founder and Senior Advisor, The Conference Board's Governance Center and Directors' Institute.

Expanded Roundtable Discussion—Network with peers to share challenges and solutions

## REGISTRATION DETAILS

To register, or for more information: please visit our website [www.conference-board.org/BusinessPerspectives](http://www.conference-board.org/BusinessPerspectives)



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